



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

**Contract #** 842419  
**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** American Crossroads (33954)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - US President (1174)  
**Brand** Democrat (Anti) (177520)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/694  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** AM CROSSROADS :30  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/13/12  
**Last Modified** 11/02/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06225805  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,925.50  
**Net Total** \$22,244.50  
**Sales Tax**

| Norfolk (WVEC) (WVEC) |           |                    |
|-----------------------|-----------|--------------------|
| By Broadcast Month    | Spots     | Rate               |
| Nov. 2012             | 44        | \$26,170.00        |
| <b>Grand Total:</b>   | <b>44</b> | <b>\$26,170.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments        | Entered  |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-----------------|----------|
| 1.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 10A- 10:58A (ET)  |     |    |    |    |    | 1  |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | RACHAEL RAY<    | 7/13/12  |
| 2.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 11P- 11:35P (ET)  |     |    |    |    |    | 1  |    |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P  | 7/13/12  |
| 3.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 12P- 12:57P (ET)  |     |    |    |    |    | 1  |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | 13 NEWS-12.00<  | 7/13/12  |
| 4.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 5A- 5:58A (ET)    |     |    |    |    |    | 1  |    |    | 1     | \$325.00   | \$325.00   | Norfolk (WVEC) (WVEC) | 13 NWS DYBRK A< | 7/13/12  |
| 5.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 5:29P- 5:58P (ET) |     |    |    |    |    | 1  |    |    | 1     | \$800.00   | \$800.00   | Norfolk (WVEC) (WVEC) | 13 NWS AT 5:30< | 7/13/12  |
| 6.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 6P- 6:30P (ET)    |     |    |    |    |    | 1  |    |    | 1     | \$825.00   | \$825.00   | Norfolk (WVEC) (WVEC) | 13 EARLY NWS<   | 7/13/12  |
| 7.0  | Revised Line / SPOT            | 11/02/12-11/02/12 | 4   | :30    | 6:58P- 7:28P (ET) |     |    |    |    |    |    | 1  |    |       |            |            | Norfolk (WVEC) (WVEC) | WHEEL-FORTNE<   | 7/13/12  |
| 7.1  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 6:58P- 7:28P (ET) |     |    |    |    |    | 1  |    |    | 1     | \$1,300.00 | \$1,300.00 | Norfolk (WVEC) (WVEC) | WHEEL-FORTNE<   | 10/29/12 |
| 8.0  | Normal Line / SPOT             | 11/02/12-11/02/12 | 5   | :30    | 9A- 10A (ET)      |     |    |    |    |    |    | 1  |    | 1     | \$300.00   | \$300.00   | Norfolk (WVEC) (WVEC) | REGIS&KELLY<    | 7/13/12  |
| 9.0  | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 10A- 10:58A (ET)  |     | 1  |    |    |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | RACHAEL RAY<    | 7/13/12  |
| 10.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 11P- 11:35P (ET)  |     | 1  |    |    |    |    |    |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P  | 7/13/12  |
| 11.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 12P- 12:57P (ET)  |     | 1  |    |    |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | 13 NEWS-12.00<  | 7/13/12  |
| 12.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 5A- 5:58A (ET)    |     | 1  |    |    |    |    |    |    | 1     | \$325.00   | \$325.00   | Norfolk (WVEC) (WVEC) | 13 NWS DYBRK A< | 7/13/12  |
| 13.0 | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 5:29P- 5:58P (ET) |     | 1  |    |    |    |    |    |    | 1     | \$800.00   | \$800.00   | Norfolk (WVEC) (WVEC) | 13 NWS AT 5:30< | 7/13/12  |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
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**Contract #** 842419  
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**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - US President (1174)  
**Brand** Democrat (Anti) (177520)  
**Salesperson** Blair, Cheryl (2205)  
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**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/694  
**Account Types** National/Political PAC - Agency  
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**Comments** AM CROSSROADS :30  
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**Date Entered** 07/13/12  
**Last Modified** 11/02/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06225805  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,925.50  
**Net Total** \$22,244.50  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**  

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Nov. 2012           | 44        | \$26,170.00        |
| <b>Grand Total:</b> | <b>44</b> | <b>\$26,170.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments                                     | Entered  |
|--------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|--|----------|
| 14.0   | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 6P- 6:30P (ET)    | 1   | 1  |    |    |    |    |    |    | 1     | \$825.00   | \$825.00   | Norfolk (WVEC) (WVEC) | 13 EARLY NWS<                                | 7/13/12  |
| 15.0   | Revised Line / SPOT            | 11/05/12-11/05/12 | 4   | :30    | 7:28P- 7:57P (ET) | 1   | 1  |    |    |    |    |    |    |       |            |            | Norfolk (WVEC) (WVEC) | JEOPARDY<                                    | 7/13/12  |
| 15.1   | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 7:28P- 7:57P (ET) | 1   | 1  |    |    |    |    |    |    | 1     | \$1,300.00 | \$1,300.00 | Norfolk (WVEC) (WVEC) | JEOPARDY<                                    | 11/2/12  |
| 16.0   | Normal Line / SPOT             | 11/05/12-11/05/12 | 5   | :30    | 9A- 10A (ET)      | 1   | 1  |    |    |    |    |    |    | 1     | \$300.00   | \$300.00   | Norfolk (WVEC) (WVEC) | REGIS&KELLY<                                 | 7/13/12  |
| 17.0   | Normal Line / SPOT             | 11/03/12-11/03/12 | 4   | :30    | 11P- 11:35P (ET)  |     |    |    |    |    |    | 1  |    |       | \$750.00   |            | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P                               | 7/13/12  |
| 17.0.1 | Closed Preempt                 | 11/03/12          |     |        |                   |     |    |    |    |    |    |    |    |       |            |            | Norfolk (WVEC) (WVEC) | S/I-Program Change/Exception - NCAA Football |          |
| 18.0   | Normal Line / SPOT             | 11/03/12-11/03/12 | 4   | :30    | 5:58A- 8A (ET)    |     |    |    |    |    |    | 1  |    | 1     | \$235.00   | \$235.00   | Norfolk (WVEC) (WVEC) | VARIOUS                                      | 7/13/12  |
| 19.0   | Revised Line / SPOT            | 11/04/12-11/04/12 | 4   | :30    | 11P- 11:35P (ET)  |     |    |    |    |    |    |    | 1  |       |            |            | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P                               | 7/13/12  |
| 19.1   | Normal Line / SPOT             | 11/04/12-11/04/12 | 5   | :30    | 11P- 11:35P (ET)  |     |    |    |    |    |    |    | 1  | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P                               | 10/29/12 |
| 20.0   | Normal Line / SPOT             | 11/04/12-11/04/12 | 4   | :30    | 5:58A- 8A (ET)    |     |    |    |    |    |    |    | 1  | 1     | \$185.00   | \$185.00   | Norfolk (WVEC) (WVEC) | VARIOUS                                      | 7/13/12  |
| 21.0   | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 10A- 10:58A (ET)  |     |    |    |    | 1  |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | RACHAEL RAY<                                 | 7/13/12  |
| 22.0   | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 11P- 11:35P (ET)  |     |    |    |    | 1  |    |    |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P                               | 7/13/12  |
| 23.0   | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 12P- 12:57P (ET)  |     |    |    |    | 1  |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | 13 NEWS-12.00<                               | 7/13/12  |

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WVEC  
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|---------------------|-----------|--------------------|
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| <b>Grand Total:</b> | <b>44</b> | <b>\$26,170.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments        | Entered  |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-----------------|----------|
| 24.0 | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 5A- 5:58A (ET)    |     |    |    |    | 1  |    |    |    | 1     | \$325.00   | \$325.00   | Norfolk (WVEC) (WVEC) | 13 NWS DYBRK A< | 7/13/12  |
| 25.0 | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 5:29P- 5:58P (ET) |     |    |    |    | 1  |    |    |    | 1     | \$800.00   | \$800.00   | Norfolk (WVEC) (WVEC) | 13 NWS AT 5:30< | 7/13/12  |
| 26.0 | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 6P- 6:30P (ET)    |     |    |    |    | 1  |    |    |    | 1     | \$825.00   | \$825.00   | Norfolk (WVEC) (WVEC) | 13 EARLY NWS<   | 7/13/12  |
| 27.0 | Revised Line / SPOT            | 11/01/12-11/01/12 | 4   | :30    | 7:28P- 7:57P (ET) |     |    |    |    | 1  |    |    |    |       |            |            | Norfolk (WVEC) (WVEC) | JEOPARDY<       | 7/13/12  |
| 27.1 | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 7:28P- 7:57P (ET) |     |    |    |    | 1  |    |    |    | 1     | \$1,300.00 | \$1,300.00 | Norfolk (WVEC) (WVEC) | JEOPARDY<       | 10/29/12 |
| 28.0 | Normal Line / SPOT             | 11/01/12-11/01/12 | 5   | :30    | 9A- 10A (ET)      |     |    |    |    | 1  |    |    |    | 1     | \$300.00   | \$300.00   | Norfolk (WVEC) (WVEC) | REGIS&KELLY<    | 7/13/12  |
| 29.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 10A- 10:58A (ET)  |     |    | 1  |    |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | RACHAEL RAY<    | 7/13/12  |
| 30.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 11P- 11:35P (ET)  |     |    | 1  |    |    |    |    |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P  | 7/13/12  |
| 31.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 12P- 12:57P (ET)  |     |    | 1  |    |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | 13 NEWS-12.00<  | 7/13/12  |
| 32.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 5A- 5:58A (ET)    |     |    | 1  |    |    |    |    |    | 1     | \$325.00   | \$325.00   | Norfolk (WVEC) (WVEC) | 13 NWS DYBRK A< | 7/13/12  |
| 33.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 5:29P- 5:58P (ET) |     |    | 1  |    |    |    |    |    | 1     | \$800.00   | \$800.00   | Norfolk (WVEC) (WVEC) | 13 NWS AT 5:30< | 7/13/12  |
| 34.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 6P- 6:30P (ET)    |     |    | 1  |    |    |    |    |    | 1     | \$825.00   | \$825.00   | Norfolk (WVEC) (WVEC) | 13 EARLY NWS<   | 7/13/12  |
| 35.0 | Revised Line / SPOT            | 10/30/12-10/30/12 | 4   | :30    | 7:28P- 7:57P (ET) |     |    | 1  |    |    |    |    |    |       |            |            | Norfolk (WVEC) (WVEC) | JEOPARDY<       | 7/13/12  |
| 35.1 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 7:28P- 7:57P (ET) |     |    | 1  |    |    |    |    |    | 1     | \$1,300.00 | \$1,300.00 | Norfolk (WVEC) (WVEC) | JEOPARDY<       | 10/29/12 |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:



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| Nov. 2012           | 44        | \$26,170.00        |
| <b>Grand Total:</b> | <b>44</b> | <b>\$26,170.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments        | Entered  |
|------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-----------------|----------|
| 36.0 | Normal Line / SPOT             | 10/30/12-10/30/12 | 5   | :30    | 9A- 10A (ET)        |     |    | 1  |    |    |    |    |    | 1     | \$300.00   | \$300.00   | Norfolk (WVEC) (WVEC) | REGIS&KELLY<    | 7/13/12  |
| 37.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 10A- 10:58A (ET)    |     |    |    | 1  |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | RACHAEL RAY<    | 7/13/12  |
| 38.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 11P- 11:35P (ET)    |     |    |    | 1  |    |    |    |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P  | 7/13/12  |
| 39.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 12P- 12:57P (ET)    |     |    |    | 1  |    |    |    |    | 1     | \$275.00   | \$275.00   | Norfolk (WVEC) (WVEC) | 13 NEWS-12.00<  | 7/13/12  |
| 40.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 5A- 5:58A (ET)      |     |    |    | 1  |    |    |    |    | 1     | \$325.00   | \$325.00   | Norfolk (WVEC) (WVEC) | 13 NWS DYBRK A< | 7/13/12  |
| 41.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 5:29P- 5:58P (ET)   |     |    |    | 1  |    |    |    |    | 1     | \$800.00   | \$800.00   | Norfolk (WVEC) (WVEC) | 13 NWS AT 5:30< | 7/13/12  |
| 42.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 6P- 6:30P (ET)      |     |    |    | 1  |    |    |    |    | 1     | \$825.00   | \$825.00   | Norfolk (WVEC) (WVEC) | 13 EARLY NWS<   | 7/13/12  |
| 43.0 | Revised Line / SPOT            | 10/31/12-10/31/12 | 4   | :30    | 6:58P- 7:28P (ET)   |     |    |    | 1  |    |    |    |    |       |            |            | Norfolk (WVEC) (WVEC) | WHEEL-FORTNE<   | 7/13/12  |
| 43.1 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 6:58P- 7:28P (ET)   |     |    |    | 1  |    |    |    |    | 1     | \$1,300.00 | \$1,300.00 | Norfolk (WVEC) (WVEC) | WHEEL-FORTNE<   | 10/29/12 |
| 44.0 | Normal Line / SPOT             | 10/31/12-10/31/12 | 5   | :30    | 9A- 10A (ET)        |     |    |    | 1  |    |    |    |    | 1     | \$300.00   | \$300.00   | Norfolk (WVEC) (WVEC) | REGIS&KELLY<    | 7/13/12  |
| 45.0 | M/G For 17.0.1 / SPOT          | 11/03/12-11/03/12 | 5   | :30    | 11:30P- 12:05A (ET) |     |    |    |    |    |    | 1  |    | 1     | \$750.00   | \$750.00   | Norfolk (WVEC) (WVEC) | 13 NEWS AT 11P  | 10/1/12  |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |  |
|--|--|
| <b>Station and Location:</b><br><span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span> | <b>Date:</b><br><span style="font-size: 1.2em; margin-left: 10px;">10/5</span> |
|--|--|

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

|  |
|--|
| American Crossroads<br>1401 New York Avenue Suite 1200<br>Washington, DC 20005<br>Treasurer: Margee Clancy |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  | As Ordered                       |      |       |                |                 |

|   |
|---|
| <b>Total Charges:</b> <span style="font-size: 1.2em; margin-left: 20px;">\$ 22,244.50</span> <span style="float: right; font-size: 1.2em;">Net</span> |
|---|

This broadcast time will be used by: American Crossroads

|  |  |
|--|--|
| <b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b> |  |
| <input type="checkbox"/> Yes   | <input checked="" type="checkbox"/> No |

# 864326

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12      *Steph Mung*      703-299-1760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
*Penne Marsh*      Penne Marsh      NSC  
Signature      Printed Name      Title